

NICHE & PRODUCT RESEARCH DONE FOR YOU



THEO MCARTHUR

Home Improvement

This category has tons of ‘everyday’ useful products that people buy ALL the time. Don’t underestimate seemingly boring, everyday items because they are always in demand!

The trick here is to identify products that are simple and not ‘one-off’ purchases. For example, a power screw-driver is not a simple product (has lots of working parts and several ways it can go wrong). A power screw-driver is also a one-off purchase – or at least it’s not an item that people would be replacing very often.

On the other hand, paint brushes are simple products and they are not one-off purchases. People often buy a few at once and they get replaced regularly.

So let’s drill down a bit into Home Improvement and identify some products with good potential:

Home, Garden & Tools

- [Home](#)
- [Kitchen & Dining](#)
- [Furniture & Décor](#)
- [Bedding & Bath](#)
- [Appliances](#)
- [Patio, Lawn & Garden](#)
- [Fine Art](#)
- [Arts, Crafts & Sewing](#)
- [Pet Supplies](#)
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Sports & Outdoors

- [Athletic Clothing](#)
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- [Leisure Sports & Game Rooms](#)
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- [All Sports & Fitness](#)
- [Camping & Hiking](#)
- [Cycling](#)
- [Outdoor Clothing](#)
- [Scooters, Skateboards & Snowboards](#)
- [Water Sports](#)
- [Winter Sports](#)
- [Climbing](#)
- [Accessories](#)

As you can see from the screenshot below, there are literally millions of products in this category. The sub-categories marked in green will all have potential selling opportunities within them.

Show results for

Tools & Home Improvement

- Appliances (267,285)
- Building Supplies (538,023)
- Electrical (838,680)
- Hardware (1,788,068)
- Kitchen & Bath
Fixtures (852,522)
- Light Bulbs (393,717)
- Lighting & Ceiling
Fans (1,832,288)
- Measuring & Layout
Tools (82,585)
- Painting Supplies & Wall
Treatments (1,706,087)
- Power & Hand
Tools (1,408,355)
- Rough Plumbing (290,126)
- Safety & Security (427,719)
- Storage & Home
Organization (46,449)
- Welding & Soldering (74,590)

Now we will drill down into **Painting Supplies and Wall Treatments**. We're doing this because this category is massive. We could choose any of the other sub-categories, but we're choosing Painting Supplies

Show results for

< Tools & Home Improvement

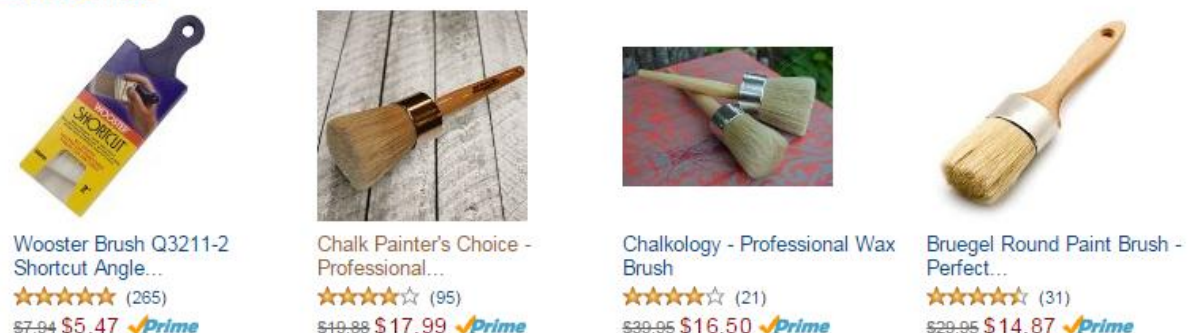
Painting Supplies & Wall Treatments

- Paint Brushes (6,245)
- Paint Rollers (4,864)
- Paint Sprayers (3,053)
- Paint, Stain & Solvents (25,244)
- Prep Materials (40,536)
- Masks (8,855)
- Respirators (4,339)
- Wall Repair (3,246)
- Wallpaper (44,752)
- Wallpaper Borders (11,429)
- Wall Stickers &
Murals (1,530,358)

No shortage of choice here, so we can drill down one more level and this time we will choose **Paint Brushes**. We could choose almost any one of those sub-categories with the exception of perhaps 'Paint, Stain and Solvents' because these are classed as 'hazardous materials' and remember we want to keep it simple when we start as a new seller. By the way, 'Wall Stickers & Murals' is HUGE and these types of items have gained a lot of popularity recently.



Best Sellers



Round 'chalk' or 'wax' brushes are really popular and selling well. Clicking on the second image above, the 'Chalk Painters Choice Professional', it has a best sellers rank of around 800 in the Home Improvement category. This is pretty good. The competition is not too high because we don't have any big brands dominating the top of the listings and there are no listings with 1000's of reviews (harder for new sellers to compete with)

ASIN	B00MO117NW
Customer Reviews	★★★★☆ ☒ 95 reviews 4.2 out of 5 stars
Best Sellers Rank	 #918 in Home Improvement (See top 100) #1 in Arts, Crafts & Sewing > Craft Supplies > Stencil Brushes & Pouncers #2 in Home Improvement > Painting Supplies #4 in Arts, Crafts & Sewing > Craft Supplies > Tools
Shipping Weight	0.3 ounces (View shipping rates and policies)

So paint brushes (and especially the round chalk/wax brushes) would be a good item to start selling. They may not get you the magic \$1000 per week in net profits, but you could even sell several different types of paint brush in order to give you more sales volume.

More products with great potential in the Home Improvement category

Paint Rollers/Sets/Kits/Trays

Tape/Masking Tape

Sandpaper

Wallpaper Tools

Dust Masks/Face Shields/Respirators

Safety Glasses

Fasteners/Screws/Staples

Lifting Straps/Tie-Downs

Door Sealing Strips/Window Sealing Strips

Window Film (heat control/privacy)

Bathroom Hardware

Kitchen Sink Accessories/Strainers/Dispensers

Child Safety Locks/Straps

Gauges

Home & Kitchen

This is a very high volume category, but with a lot of competition. However, if we drill down enough we can find 1000's of good selling opportunities. Going for the 'boring' everyday stuff again (because people buy boring everyday stuff all the time!)

Show results for

Home & Kitchen

Kids' Home Store (366,231)
Kitchen & Dining (6,678,954)
Bedding (17,792,185)
Bath (1,171,129)
Furniture (542,141)
Home Décor (9,936,009)
Artwork (13,919,416)
Seasonal Décor (616,256)
Heating, Cooling & Air
Quality (72,856)
Irons & Steamers (7,829)
Vacuums & Floor
Care (244,845)
Storage &
Organization (1,368,232)
Cleaning Supplies (227,751)



Outdoor Trash Bags/Leaf Bags

Wastebasket Bags

Kitchen Trash Bags

Dust Cloths/Wipes

Glass Cloths

Microfiber Mops/Mop replacement pads

Long Handle Dusters

Feather Dusters

Sponges

Scrubbing Brushes

Grout Brushes

Grill Brushes

Plastic Gloves

Office & School Supplies

Electronics & Computers

[TV & Video](#)

[Home Audio & Theater](#)

[Camera, Photo & Video](#)

[Cell Phones & Accessories](#)

[Headphones](#)

[Video Games](#)

[Portable Audio & Accessories](#)

[Car Electronics & GPS](#)

[Musical Instruments](#)

[Electronics Accessories](#)

[Wearable Technology](#)

[Laptops & Tablets](#)

[Desktops & Monitors](#)

[Computer Accessories & Peripherals](#)

[Computer Parts & Components](#)

[Software](#)

[Printers & Ink](#)

[Office & School Supplies](#)

[Trade In Your Electronics](#)

[Networking](#)



Manual Staplers

Staple Guns

Staple Removers

Paper Punches

Calendars

Planners

Personal Organizers

Early Childhood Education Materials

Craft Brushes

Craft Knives

Desk Supply Organizers/Holders

Letter Trays/Holders

Book Ends

Magnifiers

Desk Pads

Media Organizers

Technical Drawing Supplies

Markers

Highlighters

Crayons

Desk Lamps

Report Covers

Business pad holders (Padfolio)

Party Supplies

This is an example of a type of product that can be found in multiple categories

1-16 of 605,400 results for "party supplies"

Show results for

Kitchen & Dining >

- Plates
- Dinner Plates
- Tablecloths
- Serving Trays
- Tabletop
- Barware
- Take Out Containers
- Forks

Toys & Games >

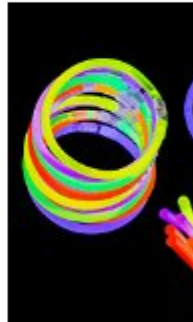
- Kids' Party Supplies
- Kids' Party Supply Packs
- Kids' Party Favor Sets
- Electronics for Kids
- Kids' Party Balloons
- + See more

Health & Personal Care >

- Party Cups
- Party Decorations
- Disposable Drinking Straws
- Party Tableware
- Party Tablecovers
- + See more

+ See All 34 Departments

Related Searches:



Kids Party Favors

Balloons

Party Hats

Candles

Party Decorations

Drinking Straws

Disposable Cutlery

Plastic Tumblers

Plastic Table Cloths

Leisure Sports & Game Room

Sports & Outdoors

[Athletic Clothing](#)

[Exercise & Fitness](#)

[Hunting & Fishing](#)

[Team Sports](#)

[Fan Shop](#)

[Golf](#)

[Leisure Sports & Game Room](#)



[Sports Collectibles](#)

[All Sports & Fitness](#)

[Camping & Hiking](#)

[Cycling](#)

[Outdoor Clothing](#)

[Scooters, Skateboards & Skates](#)

[Water Sports](#)

[Winter Sports](#)

[Climbing](#)

[Accessories](#)

[All Outdoor Recreation](#)

Cribbage

Ring Toss Games

Volleyball Balls

Bocce Ball Sets

Disc Sports

Cornhole Sets/Cornhole Bags

Boomerangs

Trampoline Accessories

Bowling Bags

Darts/Flights

Table Tennis Rackets/Balls/Sets

Kites

Beach Balls

Kick Balls

Tetherballs

Pickle Balls/Paddles

Pets – Training & Behavior Aids

Home, Garden & Tools

[Home](#)

[Kitchen & Dining](#)

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[Appliances](#)

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[Pet Supplies](#)



[Wedding Registry](#)

[Home Improvement](#)

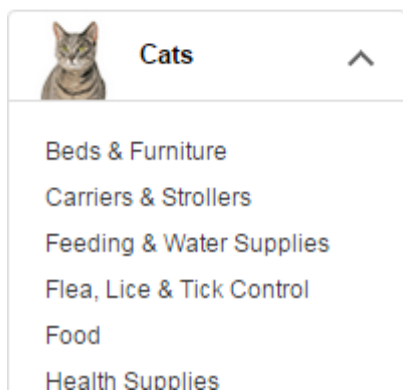
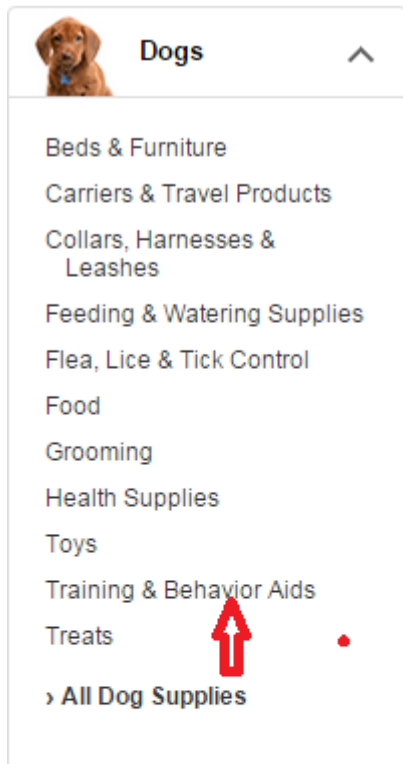
[Power & Hand Tools](#)

[Lamps & Light Fixtures](#)

[Kitchen & Bath Fixtures](#)

[Hardware](#)

[Home Automation](#)



Anti-Bark Collars

Sonic Anti-Bark Devices

High Frequency Whistles

Repellent Mats for Floor or Furniture

Ultrasonic Repellents

Clickers/Clicker Sets

Training Leases

Training Halters

Training Harnesses

Tie-Out Stakes

Tie-Out Cables

Wireless Fence Accessories

Agility/Exercise Tunnels

Sports & Outdoors – Cycling

Sports & Outdoors

[Athletic Clothing](#)

[Exercise & Fitness](#)

[Hunting & Fishing](#)

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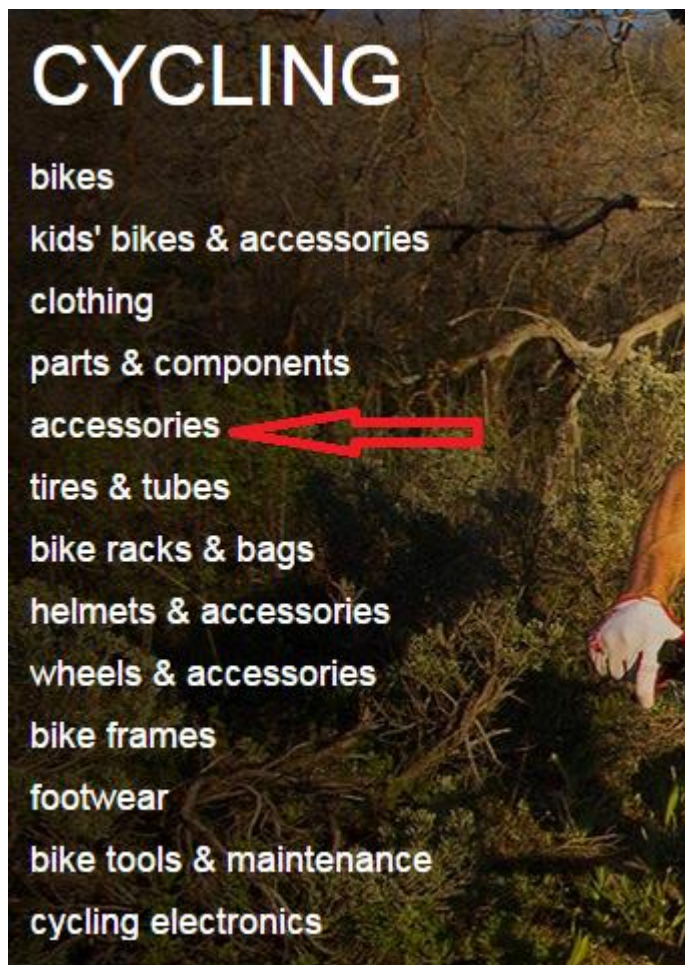
[Winter Sports](#)

[Climbing](#)

[Accessories](#)

[All Outdoor Recreation](#)

Cycling is a very large sub-category. We're going to drill down and select **Accessories**



Bike Bells

Bike Covers

Waterproof Bike Seat Covers

Soft Bike Seat Covers

Bike Bar Locks

Bike Cable Locks

Bike Mirrors

Bike Saddle Bags/Handlebar Bags

Hydration Packs

CO2 Pumps

Frame Mounted Pumps

CYCLING

bikes

kids' bikes & accessories

clothing

parts & components

accessories

tires & tubes

bike racks & bags

helmets & accessories

wheels & accessories

bike frames

footwear

see all kids' bikes & accessories

kids' bikes

kids' balance bikes

kids' tricycles

kids' helmets

kids' accessories

kids' protective gear

training wheels

Turbo Exhaust System

Bike Baskets

Bike LED Wheel Lights

Bike LED Frame Lights

Bike Bells

Bike Mirrors

CYCLING

bikes

kids' bikes & accessories

clothing

parts & components

accessories

tires & tubes

bike racks & bags

helmets & accessories

wheels & accessories

bike frames

footwear

bike tools & maintenance 

cycling electronics

Multi-Tools

Tool Kits

Chain Cleaners

Precision Cleaning Brushes/Brush Sets/Kits

Toys & Games

Toys, Kids & Baby

[Toys & Games](#) 

[Baby](#)

[Video Games for Kids](#)

[Diapering](#)

[Baby Registry](#)

[Kids' Birthdays](#)

[For Girls](#)

[For Boys](#)

[For Baby](#)

Toys & Games is a massive subcategory, so again we will drill down further

Toys & Games

Action Figures &
Statues (607,672)

Arts & Crafts (187,641)

Baby & Toddler Toys (156,369)

Building Toys (43,267)

Dolls & Accessories (125,884)

Dress Up & Pretend
Play (275,711)

Electronics for Kids (78,355)

Games (381,279)

Grown-Up Toys 

Hobbies (435,419)

Kids' Furniture, Décor &
Storage (158,389)

Learning & Education (111,795)

Novelty & Gag Toys (197,737)

Party Supplies (193,949)

Puppets (52,464)

Puzzles (762,108)

Sports & Outdoor
Play (108,228)

Stuffed Animals & Plush
Toys (412,432)

Toy Remote Control & Play
Vehicles (133,712)

Tricycles, Scooters &
Wagons (58,203)

Video Games (12,471)

Star Wars Figures

Star Wars Accessories

Star Wars Models

Game of Thrones Figures

Game of Thrones Accessories

Marvel Action Figures

Novelty/Funny

Cube Puzzle Toys

Desk Toys

Toys & Games

Action Figures &
Statues (607,672)

Arts & Crafts (187,641)

Baby & Toddler Toys (156,369)

Building Toys (43,267)

Dolls & Accessories (125,884)

Dress Up & Pretend
Play (275,711)

Electronics for Kids (78,355)

Games (381,279)

Grown-Up Toys (383,420)

Hobbies (425,119)

Kids' Furniture, Décor &
Storage (158,389)

Learning & Education (111,795)

Novelty & Gag Toys (197,737)

Party Supplies (193,949)

Puppets (52,464)

Puzzles (762,108)

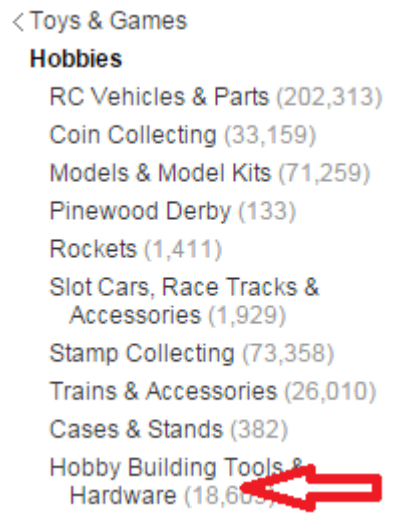
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Video Games (12,471)



Handheld Magnifiers

Desk Magnifiers

Illuminated Magnifiers

Headband Magnifiers

Microscopes

Rainbow Loom Accessories

Stamping/Branding Kits

Angled Tweezers

Tool Sets

Musical Instruments – Guitar & Bass Accessories

As you can see from the screenshot below, this sub-category of a sub-category has around 100,000 items!

< Musical Instruments

< Instrument Accessories

Guitar & Bass Accessories

Acoustic & Classical Guitar
Parts (9,054)

Amplifier Accessories (9,699)

Bags & Cases (3,327)

Bass Guitar Parts (4,143)

Capos (1,652)

Cleaning & Care (438)

Electric Guitar Parts (20,554)

Footstools (72)

Pedalboards (224)

Picks & Pick Holders (16,150)

Slides (455)

Stands (1,309)

Straps & Strap Locks (13,071)

String Winders (161)

Strings (9,583)

Tools (1,178)

Tuners (3,391)

Learning Aids

String Winders

Strap Locks

Straps

Shoulder Pads

Humidity Control (for Guitar)

Polishing Cloths

Capos

Amp Stands

Tuning Pegs

Acoustic Pickups

Now we're going to go back to the everyday, 'mundane' stuff – don't forget, people will always need the everyday boring stuff!

Home & Kitchen – Bath

Show results for

BATH

[Home & Kitchen](#)

Bath

Bath Linen Sets (15,448)

Bath Rugs (18,155)

Bathroom Accessories (939,558)

Bathroom Furniture Sets (4,197)

Towels (45,061)

Bathroom Shelves (14,821)

Kids' Bath (54,921)

Non-Slip Bath Mats/Treads/Coating

Non-Slip Shower Mats/Strips

Drain Catchers

Drain Stoppers

Shower Curtains

Shower Splash Guards

Toothbrush Holders

Sink Organizers

Towel Holders

Hair Care Organizer

Make Up Organizer

Shaving Organizer

Soap Dispenser

Shower Dispenser

Shower Organizer

Suction Soap Dishes

Tissue Holders/Boxes

Toilet Paper Holders

Computer Accessories & Peripherals

This is a competitive category, but has a lot of volume and there are certain niches within this category that are not so competitive

Show results for

< Electronics

< Computers & Accessories

Computer Accessories & Peripherals

Audio & Video

Accessories (32,751)

Blank Media (24,160)

Cable Security Devices (2,595)

Cables &

Interconnects (432,038)

Cleaning & Repair (18,017)

Computer Cable

Adapters (55,463)

Game Hardware (8,125)

Hard Drive

Accessories (17,269)

Input Devices (280,052)

Keyboards, Mice &

Accessories (1,870,889)

Memory Cards (322,750)

Memory Card

Accessories (73,223)

Monitor Accessories (25,042)

Printer Accessories (43,410)

Printer Ink & Toner (742,656)

Scanner Accessories (2,848)

Surge Protectors (21,107)

USB Gadgets (6,682)

Uninterruptible Power Supply
(UPS) (61,102)



Featured C



Cable Security Devices

Laptop locks

Mac locks

Locking kits

Iphone/ipad locks

USB Gadgets

USB reading lights

USB desk lamps

USB humidifiers

USB keyboard light

USB drink cooler/bottle cooler

Monitor Accessories

Desktop monitor mounts

Privacy filters

All the products on this document have been fully researched to have enough volume to make them viable, but not too much as to make them over-competitive. What you see here, is just the tip of the iceberg. I could literally spend all day researching and making lists of products like this, every day, for a whole year, and still not run out of new selling opportunities.

That's how vast the potential is on Amazon 😊

When compiling this list, I have tried to give you a broad selection across different categories. The sub-categories were chosen based on my own experience of what makes a product a good one for a new seller to get started with. This is why I have mainly stayed away from anything with a lot of moving parts, or things that rely a lot of the user using them properly!

You don't need to start with a product from this list if you don't want to. If you prefer, just use the list as a guide to help you choose other products to sell.

Don't let this document sit on the shelf. Use it, move forward and before you know it you will have your OWN listings making daily sales.

I wish you loads of success 😊

Theo McArthur

PS. This PDF is updated periodically to include newly uncovered (and researched) niches and products. When this happens, I will email you the updated version.